

Winter, 1996. International Communications - 1 -

COMMUNICATION STUDIES 672/4

Seminar on International Communications

Lorna Roth 848-2562

Office Hours - BR-412/1: Wed. 4-5:30 or by appointment.

Description of Course:

Deregulation and growing internationalization of contemporary communications and information systems have redrawn traditional lines separating national political (public), technological, and commercial (private) cultural spaces. In their places are new audio-visual landscapes which are (de)linked to international co-operation and competition. The challenge for each political state is to develop a balance between the creation, distribution, exchange and protection of their cultural products.

This course will explore historical and current parameters of international communications within the global context. It will commence with an overview of development, cultural imperialism, and national sovereignty perspectives and move on to a closer examination of the Right to Communicate movement as it emerged in UNESCO's New World Information and Communication Order (NWICO) debates (in the seventies) and as it has evolved outside of that arena in Third and Fourth World sites. Many illustrative materials (case studies, videos, film texts, photographs, etc) will complement the theoretical readings and discussions.

Topics to be addressed include: key development and neo-colonial theories, cultural and media imperialism, the UN infrastructure, national sovereignty issues, cultural protectionism, globalization, international broadcasting (shortwave radio), the local and the global, the Right to Communicate debates, NWICO, the MacBride Commission, telediplomacy, the World Wide Web (Internet), cross-cultural audience reception research and effects theories and others.

Course Texts:

The following book has been ordered and are available at Paragraphe Bookstore on Mansfield St. at the corner of Sherbrooke St.:

John Tomlinson. **Cultural Imperialism.** Baltimore: The John Hopkins University Press, 1991.

All other texts, articles will be in the Learning Centre box.

Guest Lectures:

Slofka Antonova. The Role of Media in European Reconstruction - a Bulgarian Perspective.

Amir Hassenpour. Med-TV: Constructing an Imaginary Nation-State.

Pierre Lizotte. March 13. The Internationalization of the Francophone Market: The Case of TV-5.

Assignments and Class Presentations:

1. Class Participation:

Students are expected to participate actively in class discussions, based on course readings and outside relevant materials. **15% of Final Mark.**

2. Assignment #1a or 1b:

Option A: Each student will be asked to write and orally present a 3-page critical analysis of either a class reading or a supplementary reading (case studies/a more detailed theoretical elaboration) from the box. Copies of the critique should be made available to each participant in the class.

Option B: In pairs, critically argue opposing perspectives on an important international communications issue emergent from one of the weekly readings.

25% of Final Mark. Presentations will be scheduled on a weekly basis.

3. Assignments #2a, 2b, or 2c.

Option A: Simulation of historic OR current UNESCO debates around the NWICO. If doing this project from a historical perspective, before the US resigned, 2 students are to take the position of the US and the rest are to take the positions of representative Third and Fourth World nations. If doing post US-resignation period, examine and present the arguments of those involved in the Right to Communicate debate as it has evolved in the more recent period. **30% of final mark.**

While much of this project will be oral, there will be a written component, an essay, that will be required as well. What position did the nation you are representing take in the NWICO debate? What were its dominant arguments? What is the historical context of its communications infrastructural development over time? Describe its cultural industries. How does it position itself as a nation theoretically vis-a-vis communications - then and now? What is its official communications theory?

alternative media theories? Is there a dissident movement which deals with alternative forms of media? What is its relationship between media and those in power? How did it deal with international communications coming in from the outside at the historical period you are representing? Now? What are its policies vis-a-vis the exportation of its own cultural productions? **30% of final mark.** Essay component due: **April 3 (early date) or April 10 (late date).**

Option B: Do a (multi)media project in which you focus on a problem, issue, future conception related to the international communications corpus. It must be accompanied by a written essay which has both a conceptual and applied dimension (a theoretical framework and an empirical component). **Media Project worth 30% and Written component worth 30% of final mark.** Essay component due: **April 3 (early date) or April 10 (late date).**

Option C: Undertake a case study pertaining to the international communications issues and problems emergent from the corpus we are studying. The case study will have a written (**30% of final Mark**) and an oral/audio-visual component to be presented in class toward the end of the semester (**30% of Final Mark**). The case study should include both conceptual and applied dimensions. **Final papers due: April 3 (early date) or April 10 (late date).**

Summary of Evaluation Criteria:

Assignment # 1: 25%.
Assignment # 2: 30%.
Assignment # 3: 30%
Class Participation: 15%

Please indicate to me the week before your presentation what kind of media equipment you will need, so we can reserve it.

N.B: Please make a photocopy of your written assignments before you hand them in, just in case they become misplaced by accident: better safe than sorry.

All papers must be typed and submitted on time. If you have a valid reason for postponing assignment submissions, such as a death in the family or a serious illness, please contact me at my home number and we'll arrange an alternative.

Please use a dark ribbon on your computer printers. I have a hard time seeing a weak print-out. Thanks.

Plagiarized work will result in a failed grade.

An important consideration: There is a writing assistance program available for

Concordia University students, who might be experiencing writer's block, panic, or any other symptom of "normal" student life. It is not a remedial program. It is a program designed for anyone who just needs some advice on how to improve a paper or how to get started . . . for the last time, etc. The number for this service at Loyola is 848-3555. For the same service on the Sir George Williams campus, call 848-3545.

Class Schedule/Readings:

January 10. Introductions. Course Overview. Keywords. Picture analysis.

Readings for Next Week:

- Luis Ramiro Beltran R. Farewell to Aristotle: "Horizontal Communication," **Document prepared for the International Commission for the Study of Communication Problems**. 1980.
- Dov Shinar, Johannus Olsthoorn and Cicely Yalden. **Dis-membering and Re-membering: An Improved Conceptual Framework for the Analysis of Communications in Socio-Cultural Change**. Montreal: Concordia University, 1991.

January 17. Critiques of Old Vocabularies.

Video: Revolution in a Box.

Readings for Next Week:

- John Tomlinson. "The Discourse of Cultural Imperialism," in **Cultural Imperialism: A Critical Introduction**. Baltimore: The John Hopkins University Press, 1991, Chapter 1, pp. 1 - 33.
- Edward Said. "Introduction," to **Orientalism**. New York: Vintage Books, 1979, pp. 1 - 28.
- Homi K. Bhabha. "Introduction: Narrating the Nation," **Nation and Narration**. pp. 1 - 7.

January 24. New Vocabularies I.

Video: Distress Signals.

Readings for Next Week:

- Ella Shohat. "Notes on the 'Post-Colonial'," in **Social Text 31/32**, pp. 99 - 113; **OR** • Anne McClintock. "The Angel of Progress: Pitfalls of the Term "Post-Colonialism," in **Social Text 31/32**, pp. 84 - 98.

- Dan Schiller and RosaLinda Fregoso. **A Private View of the Digital World. 1991.**
- John Tomlinson. Chapter 2 of **Cultural Imperialism.** "Media Imperialism," pp. 34 - 67.

January 31. New Vocabularies II.

Readings for Next Week:

- Mustapha Masmoudi. "The New World Information Order," **Journal of Communications.** Spring, 1979.
- Excerpt from **Many Voices One World, (MacBride Report).** London: Unipub, 1980.
- Francis N. Wete. "The New World Information Order and the US Press," in Cynthia Schneider and Brian Wallis. **Global Television.** New York: Wedge Press.

Reactions to the MacBride Report:

Kusum Singh and Bertram Gross. The MacBride Report: the Results and Response.
Yassen Zassoursky and Sergei Losev. The MacBride Report: A Soviet Analysis.

February 7. The New World Information and Communication Order. UNESCO Debates on the Right to Communicate. The MacBride Commission Report and its Consequences. The US and British Response to UNESCO Activities and Decisions.
UNESCO Debate - Simulation.

Readings for Next Week:

- John Tomlinson. **Cultural Imperialism: A Critical Introduction.** Baltimore: The John Hopkins University Press, Chapters 3 - 5.

February 14. Cultural and Media Imperialism, cont'd.

Readings for Next Week:

- Cynthia En Loe. "Carmen Miranda On My Mind: International Politics of the Banana," in **Bananas Beaches & Bases: Making Feminist Sense of International Politics.** Berkeley: university of California Press, 1990, pp. 124 - 150.

- Ursula Paredes. "Political Consumerism: Concern and Action for Non-Sexist Advertising in some Latin American Countries," in Georgina Ashworth (ed.). **A Diplomacy of the Oppressed**. London: Zed Books, 1995, pp. 105 - 121.
- Cynthia En Loe. "Diplomatic Wives," in **Bananas Beaches & Bases: Making Feminist Sense of International Politics**. Berkeley: university of California Press, 1990, pp. 93 - 123.

February 14. (de)Colonization of the Mind and Body.

Readings for Class After the Break:

- Immanuel Wallerstein. "Culture as the Ideological Battleground of the Modern World-System," in Mike Featherstone (ed.). **Global Culture: Nationalism, Globalization and Modernity**. London: Sage Publications, 1991.
- Herbert I. Schiller. *The Global Commercialization of Culture*, in Manjunath Pendakur et al (eds.). **Directions**. Northwestern University: Program on Communication and Development Studies, Vol. 4 (1990) No. 1.

Herbert I. Schiller. "Public Expression in a Crisis Economy," in **Culture, Inc.: The Corporate Takeover of Public Expression**. New York: Oxford University Press, 1989, pp. 157 - 189.

February 21. Mid-term Break

February 28. Culture, Corporatism, and Globalization.

Readings for Next Week:

- Anthony Smith. *Towards a Global Culture?* in Mike Featherstone (ed.). **Global Culture: Nationalism, Globalization and Modernity**. London: Sage Publications, 1991.
- Arjun Appadurai. *Disjuncture and Difference in the Global Cultural Economy*, in Mike Featherstone (ed.). **Global Culture: Nationalism, Globalization and Modernity**. London: Sage Publications, 1991

March 6. The Local and the Global.

Readings for Next Week:

- Armand Mattelart, Xavier Delcourt, and Michele Mattelart. *International Image Markets* in Cynthia Schneider & Brian Wallis (eds.). **Global Television**. New York: Wedge Press, 1988.

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- Jill Forbes. *The Internationalization of French Television* in Cynthia Schneider & Brian Wallis (eds.). **Global Television**. New York: Wedge Press, 1988.

March 13. Guest Speaker: **Pierre Lizotte**, UQAM. The Internationalization of the Francophone Market: The Case of TV-5."

Dates for Slofka Antonova's and Amir Hassenpour's lectures not yet confirmed. Readings will follow as well, but I'm leaving 2 dates open for them. These are subject to change according to their schedules. In other words, they might be placed closer to the beginning of the course, so please be prepared to be flexible with the schedule.

Reading/CD-ROM in Preparation for Slofka Antonova's Guest Lecture:

- Karen Siune, Claude Sorbets and Asle Rolland. "A Framework for Comparative Analysis of European Media Policy-making," in *New Media Politics: Comparative Perspectives in Western Europe*. London: Sage Publications.
- Mark McLoughlin. **Voices of Dissent. CD-ROM** on the Revolution in Czechoslovakia. 1995. Mark might be available to give a 1.5 hour discussion at some point during the term, as well. CD-ROM can be borrowed from me ahead of time and will be placed in the Learning Centre for the week before Slofka's presentation.

March 20.

March 27.

April 3. Class Presentations. **Early date for submission of Essays.**

April 10. Class presentations. **Late date for submission of Essays.**